

**APPROVED  
BUDGET WORKSHOP  
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE  
THE WESTIN FORT LAUDERDALE BEACH RESORT  
321 NORTH FORT LAUDERDALE BEACH BLVD  
FORT LAUDERDALE, FL 33304  
SEPTEMBER 12, 2016, 3:30 P.M.**

MEMBERS	September 2016 – August, 2017				
	REGULAR MTGS		SPECIAL MTGS		
		Present	Absent	Present	Absent
Greater FTL Chamber of Commerce <u>Eduardo Fernandez</u> , Chair	P	0	0	1	0
Marriott Courtyard <u>Bill Cunningham</u> , Vice Chair Thomas Miller, Alternate	P	0	0	1	0
B Ocean Fort Lauderdale <u>Jean Capps</u> Michael Dutton, Alternate	P	0	0	1	0
The “W” Hotel, Capri Hotel, LLC Anna MacDiarmid Kristiann Galati, Alternate	A	0	0	0	1
Beach Redevelopment Adv. Board <u>Ina Lee</u>	P	0	0	1	0
Bahia Mar <u>Tiffany Davis</u> John Hopwood, Alternate	P	0	0	1	0
Ritz Carlton Hotel <u>Greg Cook</u> Monique Soriano, Alternate	P	0	0	1	0
Conrad Hotel, CFLB Partnership LLC <u>Martin Wormull</u>	P	0	0	1	0
The Westin Ft Lauderdale Beach <u>Bruce Roy</u> (arr. at 3:38 p.m.)	P	0	0	1	0

**Staff**

Donald Morris, AICP, Beach CRA Manager  
Dan Barnett, BID Manager

Cija Omengebar, Economic Development Aide  
Lizeth DeTorres, Administrative Aide  
Jamie Opperee, Prototype, Inc.

## **Presenters and Guests**

### **I. Call to Order / Roll Call / Quorum**

Chair Fernandez called the meeting to order. At this time there are 9 appointed members to the Board, which means 5 would constitute a quorum.

Roll was called at 3:34 p.m., and it was noted there was a quorum.

### **II. Discussion of FY 2017 BID Work Program – Donald Morris, Beach CRA Manager**

Mr. Morris said that he and Mr. Barnett worked on the program together, and they began a PowerPoint presentation on some of the discussion ideas for the work program. Mr. Morris encouraged the board to contribute other ideas if they wish, and they will be noted for later discussion.

The PowerPoint covered the following information on the kiosks:

- Information kiosk
  - At the new garage location and at the Welcome Center at the new Oceanside Plaza
  - The unit price is in the \$15,000-\$17,000 range for one-sided kiosk
  - For two-sided, it would be approximately \$25,000
  - Would have a built in tablet for information
  - Consideration of lighting for sun reflection and turtles
  - Need electric underground and wi-fi connection preferred
  - Possible locations
    - The Sonesta area
    - The W
    - Beach Place
    - Oceanside Lot (entertainment district)
    - Future parking garage (groundbreaking in December/January)
  - Big issue is infrastructure for kiosks, need to know location before tearing up sidewalks
- Wi-fi options for beach – hard-wired or wi-fi provided on beach
- Programming for kiosks
  - What is wanted, what is the message?

At this point, a discussion came up about what other entities are doing in regards to kiosks. Ms. Lee wanted to make sure that the BID is doing research in advance. Mr.

Morris added they have to consider ongoing maintenance costs due to the harsh beach environment. Mr. Cook pointed out that if they had free wi-fi on the beach, they would not need kiosks - people could look it up on their smart phones. It was suggested having maps, trolley schedules, etc., online as well.

Chair Fernandez reminded the BID that the kiosk idea came about when the City brought up building a substation or a tourism booth at the new facility and the BID did not think it would be necessary to have such a place staffed. Discussion continued with various suggestions such as having one kiosk at the new facility and post QR codes there, having a landing page for them that has all the information, and having a "terms and conditions" box to check that would take them to a landing page. Ms. Lee reiterated they should find out what other entities are doing.

Ms. Lee talked about the distance from the beach to the proposed parking garage. She wanted to bring in EDSA again to explain what they are doing there.

[Ms. Davis arrived at 3:50 p.m.]

Chair Fernandez suggested that they prioritize the projects using A, B, and C, with A being highest.

Several members said the wi-fi on the beach would be an "A," and Mr. Wormull thought that charging stations for phones would be critical.

Mr. Morris said that the City has been considering wi-fi but he did not know how it would be funded or developed. If the funding were identified, the project would go faster.

Mr. Barnett offered that the power for charging stations would need to shut off with a timer when it gets dark, due to security concerns. Mr. Morris also pointed out that charging stations would invite people to congregate. He said he will try to have someone from the City speak about how the BID might participate in a kiosk/wi-fi project.

Mr. Morris then addressed the Ambassador Program. He recalled a presentation given by West Palm Beach to this board some time ago.

Mr. Barnett presented a plan (A) for when they might need security on the beach. Most guard companies would provide 8-hour shifts, and a Sunday might call for noon to 8:00 p.m., perhaps noon to 8:00 p.m. on a Saturday, and from 8:00 p.m. to 4:00 a.m. on Saturday night. He suggested consulting the local police to see what they do throughout the year.

Mr. Barnett explained that the Ambassador Program is a private security program that provides visible security guards with phones. There is such a program in the DDA area

of downtown Fort Lauderdale and other areas.

Ms. Lee said that the program has been very successful, addressing not only security, but also homelessness.

Mr. Barnett showed a spreadsheet for the program, and for Spring Break he suggested a 30-day program of 16 hours a day (480 hours). He estimated 10 days of 2 shifts for the holidays (160 hours). He pointed out the proposed shifts for 5 other holidays (80 hours) and then weekend shifts (32 hours). He said the average wage for the guards/ambassadors is \$18.00 per hour. Plan A would cost \$42,000 for one guard per year and \$171,000 for four guards. That cost is for staff only, and the area would be from Sunrise Boulevard to the "B Ocean." They might need to add Segways.

Mr. Barnett explained the different figures on the spreadsheet. He reiterated that Plan A includes 52 weekends, Spring Break (30 days), holidays, and all weekends. He said that \$42,900 would be for one guard for weekend hours, holidays, and Spring Break.

Chair Fernandez asked what they would get for the package (D?) that costs \$630,000. Mr. Barnett replied it would be 365 days of 24-hour coverage with four guards. Mr. Barnett elaborated that for Memorial Day weekend, Plan A does not include double shifts for Friday or Sunday until 4:00 a.m. He clarified that his Plan A for Memorial Day is for the Monday only.

Mr. Morris said they should be use the term "ambassadors" - not "guards" - since they will be answering questions, etc. He said they would not break up a fight, for example, but would report it.

Chair Fernandez expressed concern that the BID area is so long and narrow and he did not know how they could cover that area efficiently. A constant presence would send a message, so it would not effective if they ambassadors are spread out.

Ms. Lee asked the hoteliers if their guests have been complaining about feeling unsafe on the beach. Vice Chair Cunningham replied affirmatively, and Mr. Cook said no. Mr. Roy said they had a recent incident out in front of their hotel. Ms. Lee said that the reason Mr. Cook has not noticed problems is probably because of increased police presence at Beach Place. Chair Fernandez reported he had heard there have been incidents near Bonnet House and said lighting is an issue.

Mr. Wormull wondered who would supervise the Ambassadors, and Mr. Barnett thought they would report to him, but it would probably be a partnership with the City Police Department.

Mr. Morris said he spoke to the City Manager and proposed to him that they house the Ambassadors at the Hub. They could store their transportation there, whether it be

Segways or bicycles.

Mr. Cook requested data on crime on the beach before deciding on the project.

In response to a question by Chair Fernandez, Mr. Morris described the duties of the Ambassador as being a presence in uniform, primarily providing current information, and being the face of the City and the BID on the beach.

Mr. Roy mentioned that if they are hiring through a for-profit company and paying \$18 an hour, the employee is probably only getting \$12 an hour. He doubted that would bring the caliber of person they want to represent the City. Chair Fernandez offered that Bill Schultz of the Police Department spoke very highly of them, and the person who was with West Palm Beach said they made a huge difference. He recalled that the cost they first talked about was over \$800,000.

Mr. Cook wished to have a presentation, but Ms. Lee said the people that presented to the Beach Council could not present here because it would remove them from the opportunity to bid. Mr. Morris said they could share their PowerPoint. He also said they should invite Bill Schultz to speak and bring statistics. Ms. Lee suggested inviting the Downtown Development Authority also.

Chair Fernandez observed that facilities such as campuses have call boxes at every corner and thought they should have them along A1A. Mr. Morris mentioned they will be going in the parking garage, and thought they could probably also have them along the beach.

By consensus, the Board assigned a priority ranking of "A-" for the call boxes and a "B" for the Ambassador Program.

Mr. Wormull suggested that the wi-fi, charging stations, tower, etc. could be gathered into a fully integrated infrastructure.

Chair Fernandez reported on an orientation he had attended on the Entertainment District. The City hired a consultant who created a task force that has categories such as noise, safety, cleanliness, and infrastructure. Groups will meet on each category and report on what they could do to improve each category in areas such as the beach or downtown.

Ms. Lee advised they would not get any input on most areas concerning the BID. She emphasized the need to have someone from the Police Department report to them monthly on crime issues and the times that they ramp up their presence on the beach. There was agreement that at a minimum, they should have some crime statistics for anything that happens on the Barrier Island. Chair Fernandez suggested having a police representative come to a meeting quarterly.

Chair Fernandez mentioned that he and Mr. Barnett attended a City Commission meeting recently where they had to support the Entercom bid. One of the Commissioners brought up having a calendar of events and wondered how much was enough. He said the BID is going to be asked that question at some point, and needs to consider what the money will be spent on and the effects of traffic, etc. Chair Fernandez thought they should consider every opportunity on the beach as long as it is well executed and there is not too much negative impact on the community. He said Tortuga is a good model.

Ms. Lee said they focus a lot of events on the south end of the beach, but half the BID is on the north end. They need to find creative events that do not result in closed streets and heavy traffic. She recommended having the mega events quarterly interspersed with smaller “creative events.” Pop-up dinners such as Diner en Blanc were suggested.

Mr. Morris said that large events need to be at the widest part of the beach, which is the south end.

Ms. Lee also spoke about taking events like the Boat Show and elevating them to a higher level.

Chair Fernandez recalled how they had pitched an idea to get Huka to replicate a Tortuga-like event. He wondered if there was still room to bring another big event into the market, or if there is pressure from the City to back off. Ms. Lee wondered if a power boat race might fill the need.

Mr. Barnett pointed out they do have a long, narrow beach which limits the type of event they can have. He wondered if they should do an RFP for a major event, but not specify what type of event it might be. The companies doing events would submit bids based on the objectives stated in the RFP, such as number of people, timing, TV coverage, etc.

Mr. Wormull thought they could use their connections in various fields to get the word out to entities that can put together a world-class event.

Mr. Barnett said he talked to the company that did the Montreal fireworks competition, and they said they need a local company that knows the hotels, the sponsors, etc., a local special events production company. A big competition would cost \$400,000 for the weekend. He wondered if the board would be interested in a sample RFP for the next meeting and a budget for it.

Ms. Lee said there is a major push from the County Commission to do a signature event in Fort Lauderdale, but the BID is not part of the planning efforts. She also mentioned a person from Miami Beach who puts on big events. She wanted to see a calendar of

major events already happening on Fort Lauderdale Beach. Mr. Morris advised that the Parks Department is already working on a list of events for the City, and it would be helpful to use that for reference in creating a calendar. He added that if they make a Communication to the City Commission, they could convey what the BID thinks the focus should be as far as events on the beach.

Chair Fernandez said the BID should be able to state a preference for what type of events they want from an economic standpoint and benefit to residents and businesses. He feared there would be a moratorium on events if they do not say something.

Vice Chair Cunningham commented that his hotel occupancy is stable, and he would like to raise the average rate. A high-end event would do that. Discussion ensued on the impact of high-end events, including the observation that those type of events do not contribute to increased traffic, but provide higher economic benefits.

Ms. Lee wondered how they could work with the promoter to bring in major corporate entities to the air show, the South Beach Food and Wine Festival, and other events that would result in bringing up the average daily room rates and help the image of the destination. Mr. Cook thought the Food and Wine Festival was also a great opportunity to showcase hotel restaurants.

Chair Fernandez advised against getting fixated on the Food and Wine Festival, because the circumstances of its success probably could not be replicated. It was noted that the hoteliers should still be trying to grow the effort because of the marketing exposure, but not necessarily through the BID.

Mr. Morris pointed out that the City likes the family-oriented events such as those on a Sunday afternoon. However, the BID needs to see what events are already planned. He said they need to work more with Food and Wine, but he wondered if they wanted to put out an RFP for an event promoter to make a proposal.

Chair Fernandez thought they have room to add one more big event, and Mr. Barnett suggesting pursuing a branded event that is established elsewhere that could branch out to Fort Lauderdale. Ms. Lee said they need an event in summer, but it has to work out with weather, turtle season, etc. Chair Fernandez emphasized they need to see the schedule of events that would include times for setup and teardown (blackout dates).

Mr. Morris then showed a slide of the five-year budget outlook, commenting that they need to develop programs or activities where they can spend funds. If they do not, they need to reconsider the contribution rates because they have \$1.3 million in reserves as of October of 2015. Funding for Entercom will be diminishing, and there will also be increased assessed valuations resulting in increases in revenue.

Chair Fernandez remarked that for 2017 they only have \$79,000 to give out due to the

many commitments they have made. But for the following year, that number jumps to \$487,000, and keeps going up. He pointed out they need to spend the money in reserves. Ideas for spending included the following: a sea level project, kiosks, free wi-fi on the beach, and the power supply for cell phone charging. Mr. Barnett pointed out some of those items will take several years.

Chair Fernandez said they need to spend \$1.3 million. Mr. Roy believed they needed to concentrate on making their stretch of beach the best in the area – that would include free internet, emergency stations, etc. That would accomplish several goals, among them increasing room rates and more people on the beach. Something is needed that will attract people to the beach, even if there is construction going on.

Chair Fernandez advised that even a project like free wi-fi would take several years due to all the processes involved. Ms. Lee suggested not doing the bid through the City. Mr. Morris confirmed that they do have that option, but it costs more because more support is involved, such as staff and a financial person. He suggested adding placeholders for events, which would show that the money would be expended.

Chair Fernandez recalled that early on the BID was concerned with keeping the beach clean, infrastructure, etc., and then they started promoting Fort Lauderdale as a destination. He said they need to refocus on making the destination better as well as doing marketing.

Discussion ensued about establishing a piece of art, such as the “big chair on the beach” to attract visitors. Mr. Barnett suggested having a unique iconic piece (like the southernmost point in Key West) where everyone will want to have their photo taken. He said they could have multiple pieces along the beach. The concept was labeled #art.

Other ideas mentioned were: Mr. Yaari’s idea of the carousel on the beach, contest for top artists for the iconic piece (\$400,000), or something “big” in DC Alexander Park.

Mr. Morris reported that once they bring in the Guaranteed Maximum Price for the Las Olas Project, they will look at the anticipated revenue over the next four years. They believe they will have money left over in the CRA, which will have to be programmed for additional projects. They have plans previously prepared by EDSA for DC Alexander Park, which they will revisit. Ms. Lee said the plan was for a passive park, and she wanted something more dynamic.

Chair Fernandez reviewed that the key elements of where they want to put their efforts are:

- RFP for a “major event”
- RFP for iconic art
- Budget for something smaller in scale to help visibility but quicker to accomplish



than the iconic art

Mr. Roy reiterated that wi-fi on the beach is very important. He suggested approaching Ari Glassman about a funding proposal for her to bring internet to Fort Lauderdale Beach. Mr. Morris said that would still involve the City's procurement process, unless someone comes to the BID with a proposal for an event (such as Entercom). If the BID purchases a service for infrastructure or capital, it has to go through the procurement process. Mr. Morris said he would speak with City Manager Feldman and inform him that the BID is interested in fast-tracking internet on the beach. He will try to get someone to present on the method of doing that. He elaborated on the process involved: an RFP, selection committee, recommendation to the City Commission, schedule for City Commission meeting, approval by the City Commission, and contract negotiations with the bidder. That part of the process is probably six months at a minimum. Another factor to consider is coordinating with the construction on the beach.

Mr. Roy suggested getting a bid for estimation purposes, and then putting a placeholder in the budget for it. He said other projects such as emergency stations should perhaps stand alone so they do not hold up a larger project.

In response to a question, Mr. Morris commented that the police have video cameras on the beach, but most of them are at Beach Place and the Entertainment District.

Ms. Lee wondered if they should do something to help residents and visitors understand the construction efforts on the beach. Mr. Morris said the BRAB wanted to engage in public outreach to that end, but the BID could also participate.

Mr. Morris stated that there is a lack of interest in Food and Beverage on the Beach from consumers, and they may wish to revisit the program to see how they can make it better. Chair Fernandez recalled their primary goal of the program was to enhance the experience of the hotel guests on the beach. Those hotels that want to participate need to promote it more to their own guests.

It was noted there is an abundance of unused trash cans that could be situated at strategic places at the beach.

Vice Chair Cunningham asked if anyone knew about the open-class outboard racing competition they had some years prior. He thought it was prohibited due to the coral reef, and others concurred. He described the event, pointing out that it brings in the super wealthy.

Mr. Morris provided the following recap:

- Wifi on the beach and bring in someone from IT to discuss it at the next meeting
- Do an RFP for signature event, will bring back next month for review
- Do an RFP for a major permanent art piece on the beach

- Do an RFP for other art pieces scattered throughout the beach
- Look into the Ambassador program, bring in police to discuss crime statistics/reports and obtain their input on the Ambassador program
- Look at call boxes on the beach
- Look at charging stations

### **III. Rescheduling October Meeting – Donald Morris, Beach CRA Manager**

After discussion, the next meeting was set for October 11, 2016, due to October 10 being Columbus Day.

Ms. Lee said the BID needs to have input into the beach concession rental process, because they need an RFP for rental beach chairs. Chair Fernandez agreed that it needs to be on their target list because the experience is sub-par. Mr. Morris mentioned that staff sent a copy of the contract to everyone on this board for comments. Responses have been reported to the Parks Department. Ms. Omengebar urged members to send in their comments now, since she needs to submit information to procurement during this week.

Hearing no further business, Chair Fernandez adjourned the meeting at 5:45 p.m.

[Minutes prepared by J. Rubin, Prototype, Inc.]

#### Attachments:

PowerPoint on FY 2017 BID Work Program – Donald Morris